

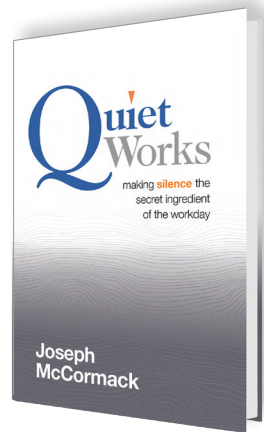
WE LIVE AND WORK IN A WORLD OF NONSTOP NOISE

It's time to reimagine how we work—together and alone—and make silence the secret ingredient. From the time we wake up, we're texting and emailing, scrolling news feeds, and jumping on video conference calls. Work culture—at the office, hybrid, or remote—is defined by too much information and constant collaboration. There's no time and place for thinking alone.

In ***Quiet Works***, McCormack proposes a simple, practical, and useful way to work more strategically, and intentionally. You will learn to:

- ▶ Make appointments for quiet time, instead of running from it
- ▶ Set boundaries to alert others not to disturb or distract you
- ▶ Balance time spent alone in quiet with time together collaborating
- ▶ Design workspaces that are conducive to quiet
- ▶ Use tools and practices that are realistic and rewarding

We can set the conditions for ourselves, colleagues, and organizations to slow down periodically while everything is speeding up. ***Quiet Works*** will help you become a professional who is empowered and energized to work in a better, smarter, and more productive way in today's competitive, noisy environment.



***Quiet Works: Making
Silence the Secret
Ingredient of the Workday***

Author: Joseph McCormack

ISBN-13: 978-1637745694

ISBN-10: 1637745699

Hardcover: 256 pages

Publisher: Matt Holt, 2024



ABOUT THE AUTHOR

Joe McCormack is passionate about helping professionals gain focus and clarity in a world of too much information, too much collaboration, and too much noise. As an entrepreneur, marketing executive, and author, he is recognized for his work in concise, strategic communication and leadership development.



Joe McCormack

In 2006, Joe founded Sheffield Company, a specialty marketing agency that focused specifically on the core value of a concise message and the power of visual storytelling to get a point across through narratives and visual storytelling.

In 2013, he launched The BRIEF Lab after years dedicated to developing and delivering a unique curriculum on executive communication for US Army Special Operations Command (Fort Bragg, North Carolina). The BRIEF Lab's mission is to teach not only military leaders but also professionals an elite standard of communication to improve operational efficiency and effectiveness.

Joe's first book *BRIEF: Make a Bigger Impact By Saying Less* (Wiley, 2014) sets the standard for concise communication. His next book *Noise: Living and Leading When Nobody Can Focus* (Wiley, 2019) addresses the devastating effects on information overload, digital devices, and non-stop distractions. His third book *Quiet Works: Making Silence the Secret Ingredient of the Workday* proposes a simple, practical, and useful way to work more strategically and intentionally. His podcast, *Just Saying*, helps professionals become effective and efficient communicators in an age of information overload.

In 2022, Joe launched the Quiet Works program to help professionals manage the noise in their lives by finding dedicated times and places for quiet. The first Quiet Workplace, an integrated, patented system to provide, promote, and protect quiet in the workplace, is now open in Southern Pines, North Carolina.

Before his entrepreneurial ventures, Joe served as Senior Vice President at Ketchum, a top-five marketing agency in Chicago. He received a BA in English Literature from Loyola University of Chicago where he graduated with honors. He is fluent in Spanish and has broad international experience. Joe and his wife Julie split their time between Southern Pines, North Carolina, and Chicago, Illinois.